

DIALOG 10/2/05
B

? b 411

03oct05 06:16:37 User276702 Session D62.1
\$0.00 0.207 DialUnits FileHomeBase
\$0.00 Estimated cost FileHomeBase
\$0.02 TELNET
\$0.02 Estimated cost this search
\$0.02 Estimated total session cost 0.207 DialUnits

File 411:DIALINDEX(R)

DIALINDEX(R)

(c) 2005 The Dialog Corporation

*** DIALINDEX search results display in an abbreviated ***
*** format unless you enter the SET DETAIL ON command. ***

? sf all not 225

You have 580 files in your file list.

(To see banners, use SHOW FILES command)

? s (((speech or voice) (n3) recogniz\$4) (n3) (software or product)) or (viavoice or "via voice") or (naturally (w) speaking) or (hauspie (n3) professional) or (dragon (n2) voice) not py>2001

Your SELECT statement is:

s (((speech or voice) (n3) recogniz\$4) (n3) (software or product))
or (viavoice or "via voice") or (naturally (w) speaking) or (hauspie (n3)
professional) or (dragon (n2) voice) not py>2001

Items File

4	1: ERIC_1966-2004/Jul 21
29	2: INSPEC_1969-2005/Sep W3
3	5: Biosis Previews(R)_1969-2005/Sep W4
4	6: NTIS_1964-2005/Sep W4
6	7: Social SciSearch(R)_1972-2005/Sep W4
8	8: Ei Compendex(R)_1970-2005/Sep W4
220	9: Business & Industry(R)_Jul/1994-2005/Sep 30
16	11: PsycINFO(R)_1887-2005/Jul W4
49	13: BAMP_2005/Sep W4
260	15: ABI/Inform(R)_1971-2005/Oct 01
1015	16: Gale Group PROMT(R)_1990-2005/Sep 30
130	18: Gale Group F&S Index(R)_1988-2005/Sep 30
1006	20: Dialog Global Reporter_1997-2005/Oct 03
14	34: SciSearch(R) Cited Ref Sci_1990-2005/Sep W4
6	35: Dissertation Abs Online_1861-2005/Sep
388	47: Gale Group Magazine DB(TM)_1959-2005/Oct 03
2	56: Computer and Information Systems Abstracts_1966-2005/Sep
1	57: Electronics & Communications Abstracts_1966-2005/Sep
13	60: ANTE: Abstracts in New Tech & Engineer_1966-2005/Sep

Examined 50 files

2	62: SPIN(R)_1975-2005/Jul W4
2	71: ELSEVIER BIOBASE_1994-2005/Sep W4

12 73: EMBASE_1974-2005/Oct 03
 23 75: TGG Management Contents(R)_86-2005/Sep W4
 3 80: TGG Aerospace/Def.Mkts(R)_1982-2005/Sep 30
 2 81: MIRA - Motor Industry Research_2001-2005/Aug
 196 88: Gale Group Business A.R.T.S._1976-2005/Oct 03
 11 94: JICST-EPlus_1985-2005/Aug W1
 27 95: TEME-Technology & Management_1989-2005/Aug W3
 1 96: FLUIDEX_1972-2005/Sep
 2 98: General Sci Abs/Full-Text_1984-2004/Dec
 11 99: Wilson Appl. Sci & Tech Abs_1983-2005/Aug
 1 100: Market Guide Company Financials_2005/Jun 06
 4 104: AeroBase_1999-2005/Oct
 47 111: TGG Natl.Newspaper Index(SM)_1979-2005/Sep 29
 4 112: UBM Industry News_1998-2004/Jan 27
 >>>File 116: Prefix "PY" is undefined
 1 116: Brands & Their Companies_2005/Jan
 >>>File 120: Prefix "PY" is undefined
 69 120: U.S. Copyrights_1978-2005/Sep 27
 >>>File 126: Prefix "PY" is undefined
 1 126: TRADEMARKSCAN(R)-U.K._2005/Sep W4
 >>>File 127: Prefix "PY" is undefined
 3 127: Trademarkscan(R)-Canada_2005/Sep 28
 Examined 100 files
 1 132: S&P's Daily News_1985-2005/Sep 30
 1 135: NewsRx Weekly Reports_1995-2005/Sep W4
 1 136: BioEngineering Abstracts-1966-2005/Aug
 82 141: Readers Guide_1983-2004/Dec
 1 142: Social Sciences Abstracts_1983-2005/Sep
 9 144: Pascal_1973-2005/Sep W4
 1 145: (Tacoma) The News Tribune_2002-2005/Oct 01
 13 147: The Kansas City Star_1995-2003/Sep 26
 928 148: Gale Group Trade & Industry DB_1976-2005/Oct 03
 48 149: TGG Health&Wellness DB(SM)_1976-2005/Sep W4
 17 150: Gale Group Legal Res Index(TM)_1980-2005/Sep 29
 13 155: MEDLINE(R)_1951-2005/Oct 03
 1 160: Gale Group PROMT(R)_1972-1989
 1 164: Allied & Complementary Medicine_1984-2005/Sep
 >>>File 177: Prefix "PY" is undefined
 2 177: Adv.& Agency Red Books:Advertisers_2005/Sep
 1 185: Zoological Record Online(R)_1978-2005/Oct
 17 194: FBODaily_1982/Dec-2005/Jul
 Examined 150 files
 1 195: FBODaily_Jul 2005-2005/Oct 04
 >>>File 198: Prefix "PY" is undefined
 1 198: Health Devices Alerts(R)_1977-2005/Sep W3
 69 211: Gale Group Newsearch(TM)_2005/Oct 03
 1 212: ONTAP(R) PsycINFO(R)_
 >>>File 226: Prefix "PY" is undefined
 2 226: TRADEMARKSCAN(R)-US Fed_OG 050927/AP 050929
 >>>File 227: Prefix "PY" is undefined
 2 227: TRADEMARKSCAN(R)-Community Tmks_2005/Sep W4
 1 247: ONTAP(R) Gale Group Magazine Index(TM)_
 4 248: PIRA_1975-2005/Sep W2
 4 249: Mgt. & Mktg. Abs._1976-2005Sep W3
 73 256: TecInfoSource_82-2005/Oct
 261 258: AP News Jul_2000-2005/Oct 03

129 262: CBCA Fulltext_1982-2005/Sep 26
1 264: DIALOG Defense Newsletters_1989-2005/Sep 30
5 267: Finance & Banking Newsletters_2005/Sep 27

Examined 200 files

725 275: Gale Group Computer DB(TM)_1983-2005/Sep 30
1 285: BioBusiness(R)_1985-1998/Aug W1
1 292: GEOBASE(TM)_1980-2005/Aug B1
1 299: Magill's Survey of Cinema_1985-1997/Feb
12 324: German Patents Fulltext_1967-200538
3 340: CLAIMS(R)/US Patent_1950-05/Sep 29
37 348: EUROPEAN PATENTS_1978-2005/Sep W03
131 349: PCT FULLTEXT_1979-2005/UB=20050929,UT=20050922

Examined 250 files

3 369: New Scientist_1994-2005/Jun W4
1 370: Science_1996-1999/Jul W3
6 387: The Denver Post_1994-2005/Sep 30
6 392: Boston Herald_1995-2005/Oct 02

>>>>File 416: Prefix "PY" is undefined

61 416: DIALOG COMPANY NAME FINDER(TM)_2005/Feb
32 420: UnCover_1988-2001/May 31
2 426: LCMARC-Books_1968-2005/Sep W4
5 427: Fort Worth Star-Telegram_1993-2004/Feb 25
2 430: British Books in Print_2005/Sep W3
2 432: Tampa Tribune_1998-2005/Sep 25
6 433: Charleston Newspapers_1997-2005/Sep 30
1 434: SciSearch(R) Cited Ref Sci_1974-1989/Dec
2 435: Art Abstracts_1984-2005/Aug
1 436: Humanities Abs Full Text_1984-2004/Dec
6 437: Education Abstracts_1983-2005/Aug
2 439: Arts&Humanities Search(R)_1980-2005/Sep W4
21 440: Current Contents Search(R)_1990-2005/Oct 03

Examined 300 files

40 471: New York Times Fulltext_1980-2005/Oct 03
3 474: New York Times Abs_1969-2005/Sep 30
3 475: Wall Street Journal Abs_1973-2005/Sep 30
25 476: Financial Times Fulltext_1982-2005/Oct 03
5 477: Irish Times_1999-2005/Oct 03
63 483: Newspaper Abs Daily_1986-2005/Oct 01
275 484: Periodical Abs Plustext_1986-2005/Sep W4
27 485: Accounting & Tax DB_1971-2005/Sep W3
7 486: Press-Telegram_1992-2005/Sep 30
1 487: Columbus Ledger-Enquirer_1994-2005/Sep 30
1 488: Duluth News-Tribune_1995-2005/Sep 13
23 492: Arizona Repub/Phoenix Gaz_19862002/Jan 06
18 494: St LouisPost-Dispatch_1988-2005/Sep 30
5 498: Detroit Free Press_1987-2005/Sep 02
3 505: Asian Co. Profiles_2005/Oct

>>>>File 515: Prefix "PY" is undefined

3 515: Dun's Elec. Bus. Dir.(TM)_2005/Jul

Examined 350 files

3 516: D & B - DUNS MARKET IDENTIFIERS_2005/Jul
2 518: D&B-Int.Dun's Market Identifiers(R)_2005/May

>>>>File 519: Prefix "PY" is undefined

1 519: D&B-Duns Finan.Records Plus(TM)_2005/May
1 522: D&B-Who Owns Whom_2004/Nov

>>>>File 523: Prefix "PY" is undefined

1 523: D & B-European Financial Records_2004/Jul
 2 531: ABD data By InfoUSA_Jun/2005
 4 536: (GARY) POST-TRIBUNE_1992-1999/Dec 30
 1 538: Boca Raton News_1994-1999/Jul 05
 1 541: SEC Online(TM) Annual Repts_1997/Sep W3
 146 545: Investext(R)_1982-2005/Oct 03
 81 553: Wilson Bus. Abs. FullText_1982-2004/Dec
 5 554: TFSD J V & Alliances_1990-2005/Oct 03
 1 559: CORPTECH Dir of Tech Companies_2005/Sep
 2 560: Spokane Spokesman-Review_1994-2005/Sep 30
 >>>File 561: Prefix "PY" is undefined
 2 561: ICC British Co.Dir_2005/Oct 02
 40 570: Gale Group MARS(R)_1984-2005/Sep 30
 5 577: Roanoke Times_1992-2005/Oct 02
 Examined 400 files
 5 582: Augusta Chronicle_1996-2005/Sep 30
 37 583: Gale Group Globalbase(TM)_1986-2002/Dec 13
 1 587: Jane's Defense&Aerospace_2005/Sep W4
 1 590: KOMPASS Western Europe_2005/Jun
 3 592: KOMPASS Asia/Pacific_2005/Jun
 1 603: Newspaper Abstracts_1984-1988
 1 605: U.S. Newswire_1999-2005/Oct 03
 1 606: Africa News_1999-2005/Oct 03
 131 608: KR/T Bus.News._1992-2005/Oct 03
 45 609: Bridge World Markets_2000-2001/Oct 01
 152 610: Business Wire_1999-2005/Oct 03
 1 612: Japan Economic Newswire(TM)_1984-2005/Oct 02
 79 613: PR Newswire_1999-2005/Oct 03
 8 614: AFP English Wire_1999-2005/Oct 03
 8 616: Canada NewsWire_1999-2001/Mar 09
 227 619: Asia Intelligence Wire_1995-2005/Oct 02
 1 620: EIU:Viewswire_2005/Sep 30
 285 621: Gale Group New Prod.Annou.(R)_1985-2005/Oct 03
 1 622: EIU Magazines_2000-2004/Mar 20
 17 623: Business Week_1985-2005/Sep 29
 19 624: McGraw-Hill Publications_1985-2005/Sep 29
 1 625: American Banker Publications_1981-2005/Oct 03
 1 629: EIU:BUS. Newsletters_2005/Oct W1
 39 631: Boston Globe_1980-2005/Sep 30
 10 633: Phil.Inquirer_1983-2005/Sep 30
 8 634: San Jose Mercury_Jun 1985-2005/Oct 01
 58 635: Business Dateline(R)_1985-2005/Oct 01
 358 636: Gale Group Newsletter DB(TM)_1987-2005/Sep 30
 6 637: Journal of Commerce_1986-2005/Oct 03
 19 638: Newsday/New York Newsday_1987-2005/Oct 01
 17 640: San Francisco Chronicle_1988-2005/Oct 02
 16 641: Rocky Mountain News_Jun 1989-2005/Oct 01
 5 642: The Charlotte Observer_1988-2005/Oct 01
 5 643: Grand Forks Herald_1995-2005/Sep 28
 Examined 450 files
 10 644: (Boulder) Daily Camera_1995-2005/Sep 29
 18 645: Contra Costa Papers_1995-2005/Sep 29
 2 646: Consumer Reports_1982-2005/Sep
 150 647: CMP Computer Fulltext_1988-2005/Sep W2
 15 648: TV and Radio Transcripts_1997-2005/Oct W1
 328 649: Gale Group Newswire ASAP(TM)_2005/Sep 20

481 654: US Pat.Full._1976-2005/Sep 29
 >>>File 658: Prefix "PY" is undefined
 1 658: TRADEMARKSCAN(R)-Benelux_2005/Sep W4
 1 660: Federal News Service_1991-2002/Jul 02
 >>>File 661: Prefix "PY" is undefined
 1 661: TRADEMARKSCAN(R)-Switzerland_2005/Sep W4
 1 665: U.S. Newswire_1995-1999/Apr 29
 >>>File 668: Prefix "PY" is undefined
 1 668: TRADEMARKSCAN(R)-Mexico_2005/Apr
 >>>File 669: Prefix "PY" is undefined
 2 669: TRADEMARKSCAN(R)-Japan_2005/Aug
 42 674: Computer News Fulltext_1989-2005/Sep W4
 >>>File 680: Prefix "PY" is undefined
 2 680: TRADEMARKSCAN(R)-Czech Republic_2005/Sep
 >>>File 681: Prefix "PY" is undefined
 1 681: TRADEMARKSCAN(R)-Hungary_2005/Sep
 >>>File 682: Prefix "PY" is undefined
 1 682: TRADEMARKSCAN(R)-Poland_2005/Sep
 32 696: DIALOG Telecom. Newsletters_1995-2005/Sep 30
 13 701: St Paul Pioneer Pr Apr_1988-2005/Sep 25
 11 702: Miami Herald_1983-2005/Sep 30
 19 703: USA Today_1989-2005/Sep 30
 11 704: (Portland)The Oregonian_1989-2005/Sep 30
 11 706: (New Orleans)Times Picayune_1989-2005/Sep 30
 19 707: The Seattle Times_1989-2005/Oct 02
 4 708: Akron Beacon Journal_1989-2005/Sep 30
 5 709: Richmond Times-Disp._1989-2005/Oct 01
 36 710: Times/Sun.Times(London)_Jun 1988-2005/Oct 01
 9 711: Independent(London)_Sep 1988-2005/Oct 01
 33 712: Palm Beach Post_1989-2005/Sep 30
 18 713: Atlanta J/Const._1989-2005/Sep 30
 12 714: (Baltimore) The Sun_1990-2005/Sep 30
 4 715: Christian Sci.Mon._1989-2005/Oct 03

Examined 500 files

 3 716: Daily News Of L.A._1989-2005/Sep 30
 15 717: The Washington Times_Jun 1989-2005/Sep 30
 9 718: Pittsburgh Post-Gazette_Jun 1990-2005/Sep 30
 17 719: (Albany) The Times Union_Mar 1986-2005/Sep 30
 2 720: (Columbia) The State_Dec 1987-2005/Oct 01
 3 721: Lexington Hrlld.-Ldr._1990-2005/Sep 30
 6 722: Cincinnati/Kentucky Post_1990-2005/Sep 21
 5 723: The Wichita Eagle_1990-2005/Sep 30
 1 724: (Minneapolis)Star Tribune_1989-1996/Feb 04
 2 725: (Cleveland)Plain Dealer_Aug 1991-2005/Oct 01
 25 726: S.China Morn.Post_1992--2005/Oct 02
 176 727: Canadian Newspapers_1990-2005/Oct 03
 57 728: Asia/Pac News_1994-2005/Sep W4
 5 732: San Francisco Exam._1990-2000/Nov 21
 9 733: The Buffalo News_1990-2005/Sep 29
 16 734: Dayton Daily News_Oct 1990-2005/Sep 30
 2 735: St. Petersburg Times_1989-2005/Oct 01
 4 736: Seattle Post-Int._1990-2005/Sep 30
 3 738: (Allentown) The Morning Call_1990-2005/Oct 01
 14 739: The Fresno Bee_1990-2005/Sep 30
 5 740: (Memphis)Comm.Appeal_1990-2005/Sep 30
 5 741: (Norfolk)Led./Pil._1990-2005/Aug 25

2 742: (Madison)Cap.Tim/Wi.St.J_1990-2005/Oct 01
 15 743: (New Jersey)The Record_1989-2005/Sep 30
 1 744: (Biloxi) Sun Herald_1995-2005/Aug 28
 1 745: Investext(R) PDF Index_1999--2005/Oct W1
 4 748: Asia/Pac Bus. Jrnl_1994-2005/Sep 29
 29 749: Latin American News Jan/_1994-2005/Sep 29
 1 750: Emerging Mkts & Middle East News_1995-2005/Sep 29
 34 755: New Zealand Newspapers_1995-2005/Oct 02
 5 756: Daily/Sunday Telegraph_2000-2005/Oct 03
 9 757: Mirror Publications/Independent
 Newspapers_2000-2005/Oct 03
 5 759: Business Insights_1992-2005/Sep
 14 764: BCC Market Research_1989-2005/Sep
 6 765: Frost & Sullivan_1992-1999/Apr
 22 767: Frost & Sullivan Market Eng_2005/Sep
 Examined 550 files

224 781: ProQuest Newsstand_1998-2005/Oct 02
 99 810: Business Wire_1986-1999/Feb 28
 76 813: PR Newswire_1987-1999/Apr 30
 2 816: Canada NewsWire_1996-1999/Jun 24
 4 861: UPI News_1996-1999/May 27
 4 929: Albuquerque Newspapers_1995-2005/Jul 31
 6 979: Milwaukee Jnl Sentinel Apr_1998-2005/Oct 01
 3 980: Sarasota Herald-Tribune_1996-2005/Oct 02
 5 985: World News Connection(R)_1995-2005/Oct 03

Processing

70 990: NewsRoom Current_May 1 -2005/Oct 02
 104 991: NewsRoom 2005 Jan 1-2005/Apr 30
 189 992: NewsRoom 2004 Jan 1-2004/Dec 31
 159 993: NewsRoom 2003

Processing

196 994: NewsRoom 2002
 276 995: NewsRoom 2001
 331 996: NewsRoom 2000

246 files have one or more items; file list includes 580 files.
 One or more terms were invalid in 107 files.

? b 996, 995, 994, 993, 992, 991, 990, 781, 810, 727 9, 15, 16, 20, 47, 88, 148
 03oct05 06:25:14 User276702 Session D62.2
 \$47.10 17.773 DialUnits File411
 \$47.10 Estimated cost File411
 \$2.40 TELNET
 \$49.50 Estimated cost this search
 \$49.52 Estimated total session cost 17.980 DialUnits

SYSTEM:OS - DIALOG OneSearch

File 996:NewsRoom 2000 (c) 2005 Dialog
 File 995:NewsRoom 2001 (c) 2005 Dialog
 File 994:NewsRoom 2002 (c) 2005 Dialog
 File 993:NewsRoom 2003 (c) 2005 Dialog
 File 992:NewsRoom 2004 Jan 1-2004/Dec 31 (c) 2005 Dialog
 File 991:NewsRoom 2005 Jan 1-2005/Apr 30 (c) 2005 Dialog
 File 990:NewsRoom Current May 1 -2005/Oct 02
 (c) 2005 Dialog

File 781:ProQuest Newsstand 1998-2005/Oct 02
 (c) 2005 ProQuest Info&Learning
 File 810:Business Wire 1986-1999/Feb 28
 (c) 1999 Business Wire
 File 727:Canadian Newspapers 1990-2005/Oct 03
 (c) 2005 Southam Inc.
 File 9:Business & Industry(R) Jul/1994-2005/Sep 30
 (c) 2005 The Gale Group
 File 15:ABI/Inform(R) 1971-2005/Oct 01
 (c) 2005 ProQuest Info&Learning
 File 16:Gale Group PROMT(R) 1990-2005/Sep 30
 (c) 2005 The Gale Group
 File 20:Dialog Global Reporter 1997-2005/Oct 03
 (c) 2005 Dialog
 File 47:Gale Group Magazine DB(TM) 1959-2005/Oct 03
 (c) 2005 The Gale group
 File 88:Gale Group Business A.R.T.S. 1976-2005/Oct 03
 (c) 2005 The Gale Group
 File 148:Gale Group Trade & Industry DB 1976-2005/Oct 03
 (c)2005 The Gale Group

Set Items Description

--- -----
 ? s ((train???? or coach???? or adapt????) (n3) ((Voice (w) recognition (w) software) or VSR or ASR or (automatic (w) speech (w) recognition))) not py>2001

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processed 10 of 17 files ...

Processing

Processing

Processing

Completed processing all files

12892291 TRAIN????

7197657 COACH????

2148918 ADAPT????

4571204 VOICE

2446954 RECOGNITION

9573914 SOFTWARE

9323 VOICE(W)RECOGNITION(W)SOFTWARE

3461 VSR

25533 ASR

1589823 AUTOMATIC

2739336 SPEECH

2446954 RECOGNITION

4707 AUTOMATIC(W)SPEECH(W)RECOGNITION

231 ((TRAIN???? OR COACH????) OR

ADAPT????)(3N)(((VOICE(W)RECOGNITION(W)SOFTWARE OR VSR)

OR ASR) OR AUTOMATIC(W)SPEECH(W)RECOGNITION)

123359460 PY>2001

S1 150 ((TRAIN???? OR COACH???? OR ADAPT????) (N3) ((VOICE (W)

RECOGNITION (W) SOFTWARE) OR VSR OR ASR OR (AUTOMATIC (W)
SPEECH (W) RECOGNITION))) NOT PY>2001

? s s1/fulltext

>>>Term "FULLTEXT" is not defined in one or more files

S2 142 S1/FULLTEXT

? rd

...examined 50 records (50)

...examined 50 records (100)

...completed examining records

S3 93 RD (unique items)

? s s3 and (market???? or promot?????? or advertis?????)

Processing

Processing

Processing

Processed 10 of 17 files ...

Processing

Processing

Processing

Processing

Completed processing all files

93 S3

45215454 MARKET????

11881761 PROMOT??????

7097405 ADVERTIS?????

S4 54 S3 AND (MARKET???? OR PROMOT?????? OR ADVERTIS?????)

? s s3 and (internet or web or www or intranet)

93 S3

11824229 INTERNET

12564380 WEB

26921397 WWW

318130 INTRANET

S5 45 S3 AND (INTERNET OR WEB OR WWW OR INTRANET)

? s s4 and s5

54 S4

45 S5

S6 32 S4 AND S5

? t s6/ti/all

? ds

Set Items Description

S1 150 ((TRAIN???? OR COACH???? OR ADAPT????) (N3) ((VOICE (W) R-
ECOGNITION (W) SOFTWARE) OR VSR OR ASR OR (AUTOMATIC (W) SPEE-
CH (W) RECOGNITION))) NOT PY>2001

S2 142 S1/FULLTEXT

S3 93 RD (unique items)

S4 54 S3 AND (MARKET???? OR PROMOT?????? OR ADVERTIS?????)

S5 45 S3 AND (INTERNET OR WEB OR WWW OR INTRANET)

S6 32 S4 AND S5

? s (((speech or voice) (n3) recogniz\$4) (n3) (software or product)) or (viavoice or "via voice") or (naturally (w)
speaking) or (hauspie (n3) professional) or (dragon (n2) voice) not py>2001

Processing

Processing

Processing

Processing

Processing

Processing

Processed 10 of 17 files ...

Processing

Completed processing all files

2739336 SPEECH

4571204 VOICE

0 RECOGNIZ\$4

9573914 SOFTWARE

17740613 PRODUCT

0 (SPEECH OR VOICE)(3N)RECOGNIZ\$4(3N)(SOFTWARE OR PRODUCT)

3919 VIAVOICE

1 VIA VOICE

1200658 NATURALLY

4199901 SPEAKING

1619 NATURALLY(W)SPEAKING

14185 HAUSPIE

9136909 PROFESSIONAL

128 HAUSPIE(3N)PROFESSIONAL

298319 DRAGON

4571204 VOICE

1064 DRAGON(2N)VOICE

123359460 PY>2001

S7 5837 (((SPEECH OR VOICE) (N3) RECOGNIZ\$4) (N3) (SOFTWARE OR
PRODUCT)) OR (VIAVOICE OR "VIA VOICE") OR (NATURALLY
(W) SPEAKING) OR (HAUSPIE (N3) PROFESSIONAL) OR (DRAGON
(N2) VOICE) NOT PY>2001

? s s7 and (train???? or coach???? or adapt????)

Processing

Processed 10 of 17 files ...

Completed processing all files

5837 S7

12892291 TRAIN????

7197657 COACH????

2148918 ADAPT????

S8 2050 S7 AND (TRAIN???? OR COACH???? OR ADAPT????)

? s s8 and (database or "data base")

2050 S8

2839029 DATABASE

12 DATA BASE

S9 325 S8 AND (DATABASE OR "DATA BASE")

? s s7 and (actor or actress or famous or celebrity or talent or politician)

5837 S7

1574213 ACTOR

975030 ACTRESS

2717711 FAMOUS

1009208 CELEBRITY

2298266 TALENT

733520 POLITICIAN

S10 214 S7 AND (ACTOR OR ACTRESS OR FAMOUS OR CELEBRITY OR TALENT
OR POLITICIAN)

? s s10 and s9

214 S10

325 S9

S11 28 S10 AND S9

? rd

...completed examining records

S12 18 RD (unique items)
? t s12/ti/all

? b 411

03oct05 06:56:35 User276702 Session D62.3

\$4.14 0.973 DialUnits File996

\$2.90 2 Type(s) in Format 3

\$0.00 8 Type(s) in Format 6 (UDF)

\$2.90 10 Types

\$7.04 Estimated cost File996

\$4.59 1.080 DialUnits File995

\$1.45 1 Type(s) in Format 3

\$2.95 1 Type(s) in Format 9

\$0.00 8 Type(s) in Format 6 (UDF)

\$4.40 10 Types

\$8.99 Estimated cost File995

\$22.69 5.339 DialUnits File994

\$22.69 Estimated cost File994

\$11.77 2.770 DialUnits File993

\$1.45 1 Type(s) in Format 3

\$0.00 1 Type(s) in Format 6 (UDF)

\$1.45 2 Types

\$13.22 Estimated cost File993

\$16.46 3.872 DialUnits File992

\$16.46 Estimated cost File992

\$7.86 1.849 DialUnits File991

\$7.86 Estimated cost File991

\$20.19 4.749 DialUnits File990

\$20.19 Estimated cost File990

\$1.15 1.149 DialUnits File781

\$0.00 2 Type(s) in Format 6 (UDF)

\$0.00 2 Types

\$1.15 Estimated cost File781

\$0.29 0.286 DialUnits File810

\$0.00 4 Type(s) in Format 6 (UDF)

\$0.00 4 Types

\$0.29 Estimated cost File810

\$0.74 0.739 DialUnits File727

\$1.30 1 Type(s) in Format 3

\$2.95 1 Type(s) in Format 9

\$0.00 2 Type(s) in Format 6 (UDF)

\$4.25 4 Types

\$4.99 Estimated cost File727

\$3.55 0.657 DialUnits File9

\$0.00 2 Type(s) in Format 6 (UDF)

\$0.00 2 Types

\$3.55 Estimated cost File9

\$4.59 0.850 DialUnits File15

\$3.30 2 Type(s) in Format 3

\$0.00 5 Type(s) in Format 6 (UDF)

\$3.30 7 Types

\$7.89 Estimated cost File15

\$9.19 1.701 DialUnits File16

\$1.55 1 Type(s) in Format 3

\$0.00 5 Type(s) in Format 6 (UDF)

\$1.55 6 Types

\$10.74 Estimated cost File16
 \$4.81 4.806 DialUnits File20
 \$2.90 2 Type(s) in Format 3
 \$0.00 6 Type(s) in Format 6 (UDF)
 \$2.90 8 Types
 \$7.71 Estimated cost File20
 \$2.49 0.460 DialUnits File47
 \$0.00 4 Type(s) in Format 6 (UDF)
 \$0.00 4 Types
 \$2.49 Estimated cost File47
 \$2.33 0.530 DialUnits File88
 \$2.33 Estimated cost File88
 \$13.26 2.455 DialUnits File148
 \$0.00 3 Type(s) in Format 6 (UDF)
 \$0.00 3 Types
 \$13.26 Estimated cost File148
 OneSearch, 17 files, 34.264 DialUnits FileOS
 \$8.53 TELNET
 \$159.38 Estimated cost this search
 \$208.90 Estimated total session cost 52.244 DialUnits

File 411:DIALINDEX(R)

DIALINDEX(R)

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*** DIALINDEX search results display in an abbreviated ***

*** format unless you enter the SET DETAIL ON command. ***

? sf all not 225

You have 580 files in your file list.

(To see banners, use SHOW FILES command)

? s (actor or actress or famous or celebrity or politician) (n3) (market????? or promot?????? or endors?????? or
 advertis??????) and (custom????? or personal?????) (n3) (product or service or shoe or program or software)

Your SELECT statement is:

s (actor or actress or famous or celebrity or politician) (n3)
 (market????? or promot?????? or endors?????? or advertis??????) and
 (custom????? or personal?????) (n3) (product or service or shoe or program
 or software)

Items File

1 2: INSPEC_1969-2005/Sep W3
 1 8: Ei Compendex(R)_1970-2005/Sep W4
 100 9: Business & Industry(R)_Jul/1994-2005/Sep 30
 9 11: PsycINFO(R)_1887-2005/Jul W4
 61 13: BAMP_2005/Sep W4
 243 15: ABI/Inform(R)_1971-2005/Oct 01

Processing

279 16: Gale Group PROMT(R)_1990-2005/Sep 30
 3 18: Gale Group F&S Index(R)_1988-2005/Sep 30

Processing

Processing

Processing

308 20: Dialog Global Reporter_1997-2005/Oct 03

- 1 38: America:History & Life_1963-2005/Q3
- 65 47: Gale Group Magazine DB(TM)_1959-2005/Oct 03
- 1 51: Food Sci.&Tech.Abs_1969-2005/Oct W1

Examined 50 files

- 54 75: TGG Management Contents(R)_86-2005/Sep W4
- 3 80: TGG Aerospace/Def.Mkts(R)_1982-2005/Sep 30
- 83 88: Gale Group Business A.R.T.S._1976-2005/Oct 03
- 8 101: Disclosure Database(R)_2005/Oct W1
- 2 112: UBM Industry News_1998-2004/Jan 27
- 5 122: Harvard Business Review_1971-2005/Aug

Examined 100 files

- 1 129: PHIND(Archival)_1980-2005/Sep W4
- 1 133: S&P's Corp.Descrip.+News_2005/Oct 01
- 1 135: NewsRx Weekly Reports_1995-2005/Sep W4
- 15 141: Readers Guide_1983-2004/Dec

Processing

- 437 148: Gale Group Trade & Industry DB_1976-2005/Oct 03
- 6 149: TGG Health&Wellness DB(SM)_1976-2005/Sep W4
- 4 160: Gale Group PROMT(R)_1972-1989
- 2 180: Federal Register_1985-2005/Oct 03

Examined 150 files

- 50 211: Gale Group Newsearch(TM)_2005/Oct 03
- 2 212: ONTAP(R) PsycINFO(R)_
- 1 215: ONTAP(R) ABI/INFORM(R)_
- 3 216: ONTAP(R) Gale Group PROMT(R)_
- 1 251: ONTAP(R) Food Sci.& Tech.Abs_
- 18 258: AP News Jul_2000-2005/Oct 03
- 20 262: CBCA Fulltext_1982-2005/Sep 26

Examined 200 files

- 32 275: Gale Group Computer DB(TM)_1983-2005/Sep 30
- 1 319: Chem Bus NewsBase_1984-2005/Oct 03
- 2 348: EUROPEAN PATENTS_1978-2005/Sep W03
- 23 349: PCT FULLTEXT_1979-2005/UB=20050929,UT=20050922

Examined 250 files

- 2 387: The Denver Post_1994-2005/Sep 30
- 1 392: Boston Herald_1995-2005/Oct 02
- 2 427: Fort Worth Star-Telegram_1993-2004/Feb 25
- 1 432: Tampa Tribune_1998-2005/Sep 25
- 1 433: Charleston Newspapers_1997-2005/Sep 30
- 2 436: Humanities Abs Full Text_1984-2004/Dec

Examined 300 files

- 13 471: New York Times Fulltext_1980-2005/Oct 03
- 7 476: Financial Times Fulltext_1982-2005/Oct 03
- 2 477: Irish Times_1999-2005/Oct 03
- 1 483: Newspaper Abs Daily_1986-2005/Oct 01
- 79 484: Periodical Abs Plustext_1986-2005/Sep W4
- 13 485: Accounting & Tax DB_1971-2005/Sep W3
- 2 486: Press-Telegram_1992-2005/Sep 30
- 1 487: Columbus Ledger-Enquirer_1994-2005/Sep 30
- 1 489: The News-Sentinel_1991-2005/Sep 30
- 1 490: Tallahassee Democrat_1993-2005/Oct 01
- 3 492: Arizona Repub/Phoenix Gaz_19862002/Jan 06
- 9 494: St LouisPost-Dispatch_1988-2005/Sep 30
- 4 498: Detroit Free Press_1987-2005/Sep 02

Examined 350 files

- 1 532: Bangor Daily News_1996-2005/Oct 02

- 12 541: SEC Online(TM) Annual Repts_1997/Sep W3
- 31 542: SEC Online(TM) 10-K Reports_1997/Sep W3
- 1 544: SEC Online(TM) Proxy Repts_1997/Sep W3

Processing

- 22 545: Investext(R)_1982-2005/Oct 03
- 43 553: Wilson Bus. Abs. FullText_1982-2004/Dec
- 1 563: Key Note Market Res._1986-2001/Aug 03
- 11 564: ICC Brit.Co.Ann.Rpts_1984-2004/Jun 22
- 131 570: Gale Group MARS(R)_1984-2005/Sep 30
- 1 577: Roanoke Times_1992-2005/Oct 02

Examined 400 files

- 2 583: Gale Group Globalbase(TM)_1986-2002/Dec 13
- 1 605: U.S. Newswire_1999-2005/Oct 03

>>>I/O error in file 606

- 39 608: KR/T Bus.News._1992-2005/Oct 03
- 5 609: Bridge World Markets_2000-2001/Oct 01
- 56 610: Business Wire_1999-2005/Oct 03
- 49 613: PR Newswire_1999-2005/Oct 03
- 64 619: Asia Intelligence Wire_1995-2005/Oct 02
- 3 620: EIU:Viewswire_2005/Sep 30
- 98 621: Gale Group New Prod.Annou.(R)_1985-2005/Oct 03
- 4 623: Business Week_1985-2005/Sep 29
- 4 624: McGraw-Hill Publications_1985-2005/Sep 29
- 1 625: American Banker Publications_1981-2005/Oct 03
- 2 627: EIU: Country Analysis_2005/Oct W1
- 1 629: EIU:BUS. Newsletters_2005/Oct W1
- 9 631: Boston Globe_1980-2005/Sep 30
- 6 633: Phil.Inquirer_1983-2005/Sep 30
- 1 634: San Jose Mercury_Jun 1985-2005/Oct 01
- 63 635: Business Dateline(R)_1985-2005/Oct 01
- 56 636: Gale Group Newsletter DB(TM)_1987-2005/Sep 30
- 12 638: Newsday/New York Newsday_1987-2005/Oct 01
- 4 640: San Francisco Chronicle_1988-2005/Oct 02
- 5 641: Rocky Mountain News_Jun 1989-2005/Oct 01
- 2 642: The Charlotte Observer_1988-2005/Oct 01
- 2 643: Grand Forks Herald_1995-2005/Sep 28

Examined 450 files

- 1 644: (Boulder) Daily Camera_1995-2005/Sep 29
- 4 645: Contra Costa Papers_1995-2005/Sep 29
- 9 647: CMP Computer Fulltext_1988-2005/Sep W2
- 11 648: TV and Radio Transcripts_1997-2005/Oct W1
- 109 649: Gale Group Newswire ASAP(TM)_2005/Sep 20
- 30 654: US Pat.Full._1976-2005/Sep 29
- 8 660: Federal News Service_1991-2002/Jul 02
- 2 674: Computer News Fulltext_1989-2005/Sep W4
- 2 684: Bradenton Herald_Sep2005/Sep 30
- 7 696: DIALOG Telecom. Newsletters_1995-2005/Sep 30
- 3 701: St Paul Pioneer Pr Apr_1988-2005/Sep 25
- 8 702: Miami Herald_1983-2005/Sep 30
- 8 703: USA Today_1989-2005/Sep 30
- 1 704: (Portland)The Oregonian_1989-2005/Sep 30
- 5 706: (New Orleans)Times Picayune_1989-2005/Sep 30
- 3 707: The Seattle Times_1989-2005/Oct 02
- 4 708: Akron Beacon Journal_1989-2005/Sep 30
- 5 709: Richmond Times-Disp._1989-2005/Oct 01
- 16 710: Times/Sun.Times(London)_Jun 1988-2005/Oct 01

- 11 711: Independent(London)_Sep 1988-2005/Oct 01
- 1 712: Palm Beach Post_1989-2005/Sep 30
- 4 713: Atlanta J/Const._1989-2005/Sep 30
- 4 714: (Baltimore) The Sun_1990-2005/Sep 30

Examined 500 files

- 4 716: Daily News Of L.A._1989-2005/Sep 30
- 5 717: The Washington Times_Jun 1989-2005/Sep 30
- 4 718: Pittsburgh Post-Gazette_Jun 1990-2005/Sep 30
- 1 719: (Albany) The Times Union_Mar 1986-2005/Sep 30
- 1 720: (Columbia) The State_Dec 1987-2005/Oct 01
- 1 722: Cincinnati/Kentucky Post_1990-2005/Sep 21
- 3 723: The Wichita Eagle_1990-2005/Sep 30
- 3 724: (Minneapolis)Star Tribune_1989-1996/Feb 04
- 1 725: (Cleveland)Plain Dealer_Aug 1991-2005/Oct 01
- 26 727: Canadian Newspapers_1990-2005/Oct 03
- 25 728: Asia/Pac News_1994-2005/Sep W4
- 4 731: Philad.Dly.News_1983-2005/Sep 30
- 1 732: San Francisco Exam._1990-2000/Nov 21
- 2 733: The Buffalo News_1990-2005/Sep 29
- 1 734: Dayton Daily News_Oct 1990-2005/Sep 30
- 4 735: St. Petersburg Times_1989-2005/Oct 01
- 1 736: Seattle Post-Int._1990-2005/Sep 30
- 2 738: (Allentown) The Morning Call_1990-2005/Oct 01
- 5 739: The Fresno Bee_1990-2005/Sep 30
- 4 740: (Memphis)Comm.Appeal_1990-2005/Sep 30
- 5 741: (Norfolk)Led./Pil._1990-2005/Aug 25
- 5 742: (Madison)Cap.Tim/Wi.St.J_1990-2005/Oct 01
- 5 743: (New Jersey)The Record_1989-2005/Sep 30
- 10 748: Asia/Pac Bus. Jrnl_1994-2005/Sep 29
- 1 753: IBISWorld Market Research_2000-2005/Sep W2
- 1 754: IPO Maven_1994-2000/Jul
- 4 755: New Zealand Newspapers_1995-2005/Oct 02
- 8 756: Daily/Sunday Telegraph_2000-2005/Oct 03
- 7 757: Mirror Publications/Independent
Newspapers_2000-2005/Oct 03
- 4 759: Business Insights_1992-2005/Sep
- 3 760: Euromonitor Strategy_2004/Apr
- 36 761: Datamonitor Market Res._1992-2005/Sep
- 5 762: Euromonitor Market Res._1991-2004/Apr
- 8 765: Frost & Sullivan_1992-1999/Apr
- 6 766: (R)Kalorama Info Market Res._1993-2000/Aug
- 2 767: Frost & Sullivan Market Eng_2005/Sep
- 1 768: EIU Market Research_2005/Apr 21

Examined 550 files

- 62 781: ProQuest Newsstand_1998-2005/Oct 02
- 13 810: Business Wire_1986-1999/Feb 28
- 24 813: PR Newswire_1987-1999/Apr 30
- 1 816: Canada NewsWire_1996-1999/Jun 24
- 4 979: Milwaukee Jnl Sentinel Apr_1998-2005/Oct 01
- 2 985: World News Connection(R)_1995-2005/Oct 03
- 113 990: NewsRoom Current_May 1-2005/Oct 02
- 62 991: NewsRoom 2005 Jan 1-2005/Apr 30

Processing

- 175 992: NewsRoom 2004 Jan 1-2004/Dec 31

Processing

- 144 993: NewsRoom 2003

Processing

111 994: NewsRoom 2002
97 995: NewsRoom 2001
89 996: NewsRoom 2000

163 files have one or more items; file list includes 580 files.
One or more terms were invalid in one file.

? b 995, 994, 992, 990, 9,15,16,20,148
03oct05 07:21:04 User276702 Session D62.4
\$138.16 52.135 DialUnits File411
\$138.16 Estimated cost File411
\$6.66 TELNET
\$144.82 Estimated cost this search
\$353.72 Estimated total session cost 104.379 DialUnits

SYSTEM:OS - DIALOG OneSearch

File 995:NewsRoom 2001 (c) 2005 Dialog
File 994:NewsRoom 2002 (c) 2005 Dialog
File 992:NewsRoom 2004 Jan 1-2004/Dec 31 (c) 2005 Dialog
File 990:NewsRoom Current May 1 -2005/Oct 02
(c) 2005 Dialog
File 9:Business & Industry(R) Jul/1994-2005/Sep 30
(c) 2005 The Gale Group
File 15:ABI/Inform(R) 1971-2005/Oct 01
(c) 2005 ProQuest Info&Learning
File 16:Gale Group PROMT(R) 1990-2005/Sep 30
(c) 2005 The Gale Group
File 20:Dialog Global Reporter 1997-2005/Oct 03
(c) 2005 Dialog
File 148:Gale Group Trade & Industry DB 1976-2005/Oct 03
(c)2005 The Gale Group

Set Items Description

--- -----

? s (actor or actress or famous or celebrity or politician) (n3) (market????? or promot?????? or endors?????? or
advertis??????) and (custom????? or personal?????) (n3) (product or service or shoe or program or software)

Processing
Processing
Processing
Processing
Processing
Processing
Processing
Processing
Processing
Processing
Processing
Processing

865152 ACTOR
543719 ACTRESS
1588544 FAMOUS
609174 CELEBRITY
427443 POLITICIAN
35443010 MARKET?????

8453695 PROMOT?????
 1172063 ENDORS?????
 5420313 ADVERTIS?????
 41679 (((ACTOR OR ACTRESS) OR FAMOUS) OR CELEBRITY) OR
 POLITICIAN)(3N)((MARKET????? OR PROMOT?????) OR
 ENDORS?????) OR ADVERTIS?????)
 13368083 CUSTOM?????
 8619739 PERSONAL?????
 13891172 PRODUCT
 19785453 SERVICE
 387791 SHOE
 8849290 PROGRAM
 7460418 SOFTWARE
 2723753 (CUSTOM????? OR PERSONAL?????)(3N)((PRODUCT OR SERVICE)
 OR SHOE) OR PROGRAM) OR SOFTWARE)
 S1 1863 (ACTOR OR ACTRESS OR FAMOUS OR CELEBRITY OR POLITICIAN)
 (N3) (MARKET????? OR PROMOT????? OR ENDORS????? OR
 ADVERTIS?????) AND (CUSTOM????? OR PERSONAL?????) (N3)
 (PRODUCT OR SERVICE OR SHOE OR PROGRAM OR SOFTWARE)

? s s1 and ibm

1863 S1

1256112 IBM

S2 125 S1 AND IBM

? s s2 not py>2001

Processing

Processing

Processing

Processing

Processing

125 S2

84098101 PY>2001

S3 86 S2 NOT PY>2001

?

? ds

Set Items Description

S1 1863 (ACTOR OR ACTRESS OR FAMOUS OR CELEBRITY OR POLITICIAN) (N-
 3) (MARKET????? OR PROMOT????? OR ENDORS????? OR ADVERTIS??-
 ???? AND (CUSTOM????? OR PERSONAL?????) (N3) (PRODUCT OR SER-
 VICE OR SHOE OR PROGRAM OR SOFTWARE)

S2 125 S1 AND IBM

S3 86 S2 NOT PY>2001

S4 84 S3/FULLTEXT

? b 411

03oct05 08:00:27 User276702 Session D62.6

\$0.15 0.034 DialUnits File995

\$0.15 Estimated cost File995

\$0.15 0.034 DialUnits File994

\$0.15 Estimated cost File994

\$0.15 0.034 DialUnits File992

\$0.15 Estimated cost File992

\$0.07 0.017 DialUnits File990

\$0.07 Estimated cost File990

\$0.19 0.034 DialUnits File9

\$0.19 Estimated cost File9

\$0.19 0.034 DialUnits File15

\$0.19 Estimated cost File15
\$0.19 0.034 DialUnits File16
\$0.19 Estimated cost File16
\$0.02 0.017 DialUnits File20
\$0.02 Estimated cost File20
\$0.19 0.034 DialUnits File148
\$0.19 Estimated cost File148
OneSearch, 9 files, 0.274 DialUnits FileOS
\$0.26 TELNET
\$1.56 Estimated cost this search
\$1.56 Estimated total session cost 0.274 DialUnits

File 411:DIALINDEX(R)

DIALINDEX(R)
(c) 2005 The Dialog Corporation

*** DIALINDEX search results display in an abbreviated ***
*** format unless you enter the SET DETAIL ON command. ***
? sf all not 225

You have 580 files in your file list.
(To see banners, use SHOW FILES command)
? s (jordan (n3) (sneaker?? or shoe???) and (advertis???? or endors?????? or market???? or promot????) not
py>2001

Your SELECT statement is:
s (jordan (n3) (sneaker?? or shoe???) and (advertis???? or
endors?????? or market???? or promot????) not py>2001

Items	File
65	9: Business & Industry(R)_Jul/1994-2005/Sep 30
1	13: BAMP_2005/Sep W4
66	15: ABI/Inform(R)_1971-2005/Oct 01
176.	16: Gale Group PROMT(R)_1990-2005/Sep 30

Sending Break...
?s (jordan (n3) (sneaker?? or shoe???) (n3) (advertis???? or endors?????? or market???? or promot????) not
py>2001

Your SELECT statement is:
s (jordan (n3) (sneaker?? or shoe???) (n3) (advertis???? or
endors?????? or market???? or promot????) not py>2001

Items	File
6	9: Business & Industry(R)_Jul/1994-2005/Sep 30
3	15: ABI/Inform(R)_1971-2005/Oct 01
14	16: Gale Group PROMT(R)_1990-2005/Sep 30
3	18: Gale Group F&S Index(R)_1988-2005/Sep 30
13	20: Dialog Global Reporter_1997-2005/Oct 03
2	30: AsiaPacific_1985-2005/Jul 01
4	47: Gale Group Magazine DB(TM)_1959-2005/Oct 03

Examined 50 files
1 75: TGG Management Contents(R)_86-2005/Sep W4
5 88: Gale Group Business A.R.T.S._1976-2005/Oct 03
2 111: TGG Natl.Newspaper Index(SM)_1979-2005/Sep 29

Examined 100 files

- 4 141: Readers Guide_1983-2004/Dec
- 16 148: Gale Group Trade & Industry DB_1976-2005/Oct 03
- 1 160: Gale Group PROMT(R)_1972-1989

Examined 150 files

- 1 262: CBCA Fulltext_1982-2005/Sep 26

Examined 200 files

- 1 349: PCT FULLTEXT_1979-2005/UB=20050929,UT=20050922

Examined 250 files

- 2 387: The Denver Post_1994-2005/Sep 30

Examined 300 files

- 13 471: New York Times Fulltext_1980-2005/Oct 03
- 1 476: Financial Times Fulltext_1982-2005/Oct 03
- 1 477: Irish Times_1999-2005/Oct 03
- 8 483: Newspaper Abs Daily_1986-2005/Oct 01
- 5 484: Periodical Abs Plustext_1986-2005/Sep W4
- 2 486: Press-Telegram_1992-2005/Sep 30
- 1 487: Columbus Ledger-Enquirer_1994-2005/Sep 30
- 9 492: Arizona Repub/Phoenix Gaz_19862002/Jan 06
- 9 494: St LouisPost-Dispatch_1988-2005/Sep 30
- 1 498: Detroit Free Press_1987-2005/Sep 02

Examined 350 files

- 1 532: Bangor Daily News_1996-2005/Oct 02
- 3 536: (GARY) POST-TRIBUNE_1992-1999/Dec 30
- 5 545: Investext(R)_1982-2005/Oct 03
- 2 553: Wilson Bus. Abs. FullText_1982-2004/Dec
- 11 570: Gale Group MARS(R)_1984-2005/Sep 30

Examined 400 files

- 2 582: Augusta Chronicle_1996-2005/Sep 30
- 10 608: KR/T Bus.News._1992-2005/Oct 03
- 1 610: Business Wire_1999-2005/Oct 03
- 3 619: Asia Intelligence Wire_1995-2005/Oct 02
- 1 621: Gale Group New Prod.Annou.(R)_1985-2005/Oct 03
- 1 623: Business Week_1985-2005/Sep 29
- 1 624: McGraw-Hill Publications_1985-2005/Sep 29
- 6 631: Boston Globe_1980-2005/Sep 30
- 4 633: Phil.Inquirer_1983-2005/Sep 30
- 4 634: San Jose Mercury_Jun 1985-2005/Oct 01
- 11 635: Business Dateline(R)_1985-2005/Oct 01

Sending Break...

?b hits

03oct05 08:07:22 User276702 Session D62.7

\$43.39 16.375 DialUnits File411

\$43.39 Estimated cost File411

\$1.86 TELNET

\$45.25 Estimated cost this search

\$46.81 Estimated total session cost 16.650 DialUnits

SYSTEM:OS - DIALOG OneSearch

File 9:Business & Industry(R) Jul/1994-2005/Sep 30

(c) 2005 The Gale Group

File 15:ABI/Inform(R) 1971-2005/Oct 01

(c) 2005 ProQuest Info&Learning

File 16:Gale Group PROMT(R) 1990-2005/Sep 30

(c) 2005 The Gale Group

File 18:Gale Group F&S Index(R) 1988-2005/Sep 30
(c) 2005 The Gale Group

File 20:Dialog Global Reporter 1997-2005/Oct 03
(c) 2005 Dialog

File 30:AsiaPacific 1985-2005/Jul 01
(c) 2005 Aristarchus Knowledge Indus.

File 47:Gale Group Magazine DB(TM) 1959-2005/Oct 03
(c) 2005 The Gale group

File 75:TGG Management Contents(R) 86-2005/Sep W4
(c) 2005 The Gale Group

File 88:Gale Group Business A.R.T.S. 1976-2005/Oct 03
(c) 2005 The Gale Group

File 111:TGG Natl.Newspaper Index(SM) 1979-2005/Sep 29
(c) 2005 The Gale Group

File 141:Readers Guide 1983-2004/Dec
(c) 2005 The HW Wilson Co

File 148:Gale Group Trade & Industry DB 1976-2005/Oct 03
(c)2005 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group

File 262:CBCA Fulltext 1982-2005/Sep 26
(c) 2005 Micromedia Ltd.

File 349:PCT FULLTEXT 1979-2005/UB=20050929,UT=20050922
(c) 2005 WIPO/Univentio

File 387:The Denver Post 1994-2005/Sep 30
(c) 2005 Denver Post

File 471:New York Times Fulltext 1980-2005/Oct 03
(c) 2005 The New York Times

File 476:Financial Times Fulltext 1982-2005/Oct 03
(c) 2005 Financial Times Ltd

File 477:Irish Times 1999-2005/Oct 03
(c) 2005 Irish Times

File 483:Newspaper Abs Daily 1986-2005/Oct 01
(c) 2005 ProQuest Info&Learning

File 484:Periodical Abs Plustext 1986-2005/Sep W4
(c) 2005 ProQuest

***File 484: SELECT IMAGE AVAILABILITY FOR PROQUEST FILES**
ENTER 'HELP PROQUEST' FOR MORE

File 486: Press-Telegram 1992- 2005/Sep 30
(c) 2005 Long Beach Press-Telegram

File 487:Columbus Ledger-Enquirer 1994-2005/Sep 30
(c) 2005 R. W. Page Corp.

File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
(c) 2002 Phoenix Newspapers

***File 492: Not updating. See instead File 990 for current**
articles from the Arizona Republic.

File 494:St LouisPost-Dispatch 1988-2005/Sep 30
(c) 2005 St Louis Post-Dispatch

File 498:Detroit Free Press 1987-2005/Sep 02
(c) 2005 Detroit Free Press Inc.

***File 498: File 498 is temporarily not updating.**

File 532:Bangor Daily News 1996-2005/Oct 02
(c) 2005 Bangor Daily News

File 536:(GARY) POST-TRIBUNE 1992-1999/Dec 30
(c) 2000 POST-TRIBUNE

***File 536: This file is not updating.**

File 545:Investext(R) 1982-2005/Oct 03
(c) 2005 Thomson Financial Networks
File 553:Wilson Bus. Abs. FullText 1982-2004/Dec
(c) 2005 The HW Wilson Co
File 570:Gale Group MARS(R) 1984-2005/Sep 30
(c) 2005 The Gale Group
File 582:Augusta Chronicle 1996- 2005/Sep 30
(c) 2005 Augusta Chronicle
File 608:KR/T Bus.News. 1992-2005/Oct 03
(c)2005 Knight Ridder/Tribune Bus News
File 610:Business Wire 1999-2005/Oct 03
(c) 2005 Business Wire.
***File 610: File 610 now contains data from 3/99 forward.**
Archive data (1986-2/99) is available in File 810.
File 619:Asia Intelligence Wire 1995-2005/Oct 02
(c) 2005 Fin. Times Ltd
File 621:Gale Group New Prod.Annou.(R) 1985-2005/Oct 03
(c) 2005 The Gale Group
File 623:Business Week 1985-2005/Sep 29
(c) 2005 The McGraw-Hill Companies Inc
File 624:McGraw-Hill Publications 1985-2005/Sep 29
(c) 2005 McGraw-Hill Co. Inc
***File 624: Homeland Security & Defense and 9 Platt energy journals added**
Please see HELP NEWS624 for more
File 631:Boston Globe 1980-2005/Sep 30
(c) 2005 Boston Globe
File 633:Phil.Inquirer 1983-2005/Sep 30
(c) 2005 Philadelphia Newspapers Inc
File 634:San Jose Mercury Jun 1985-2005/Oct 01
(c) 2005 San Jose Mercury News
File 635:Business Dateline(R) 1985-2005/Oct 01
(c) 2005 ProQuest Info&Learning

Set Items Description

--- -----

? s (jordan (n3) (sneaker?? or shoe???) (n3) (advertis???? or endors?????? or market????? or promot?????) not
py>2001
Processing
Processing
Processing
Processed 10 of 42 files ...
Processing
Processing
Processed 20 of 42 files ...
Processing
Processed 30 of 42 files ...
Processing
Processing
Processed 40 of 42 files ...
Completed processing all files
800872 JORDAN
87985 SNEAKER??
1118503 SHOE???
7152262 ADVERTIS?????
1382440 ENDORS???????
46695642 MARKET?????

9081054 PROMOT????

221 JORDAN(3N)(SNEAKER?? OR SHOE???) (3N) (((ADVERTIS???? OR
ENDORS?????) OR MARKET????) OR PROMOT????)

55245974 PY>2001

S1 194 (JORDAN (N3) (SNEAKER?? OR SHOE???) (N3) (ADVERTIS????
OR ENDORS????? OR MARKET???? OR PROMOT????) NOT
PY>2001

? s s1/fulltext

>>>Term "FULLTEXT" is not defined in one or more files

S2 165 S1/FULLTEXT

? rd

>>>Duplicate detection is not supported for File 349.

>>>Records from unsupported files will be retained in the RD set.

...examined 50 records (50)

...examined 50 records (100)

...examined 50 records (150)

...completed examining records

S3 133 RD (unique items)

? s s3 and (custom???? or personal???? or unique or individual????) (n3) (shoe?? or sneaker??)

Processing

Processed 10 of 42 files ...

Processing

Processed 20 of 42 files ...

Processing

Processed 30 of 42 files ...

Processing

Completed processing all files

133 S3

17304154 CUSTOM????

9896916 PERSONAL????

4091412 UNIQUE

8204572 INDIVIDUAL????

1105802 SHOE??

87985 SNEAKER??

17888 (((CUSTOM???? OR PERSONAL????) OR UNIQUE) OR
INDIVIDUAL????) (3N) (SHOE?? OR SNEAKER??)

S4 6 S3 AND (CUSTOM???? OR PERSONAL???? OR UNIQUE OR INDIVIDUA-
L????) (N3) (SHOE?? OR SNEAKER??)

? ds

Set Items Description

S1 194 (JORDAN (N3) (SNEAKER?? OR SHOE???) (N3) (ADVERTIS???? OR
ENDORS????? OR MARKET???? OR PROMOT????) NOT PY>2001

S2 165 S1/FULLTEXT

S3 133 RD (unique items)

S4 6 S3 AND (CUSTOM???? OR PERSONAL???? OR UNIQUE OR INDIVIDUA-
L????) (N3) (SHOE?? OR SNEAKER??)

? s s1 and nike

194 S1

206291 NIKE

S5 168 S1 AND NIKE

? s s3 and nike

133 S3

206291 NIKE

S6 108 S3 AND NIKE

3/9,K/4 (Item 2 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

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01642133 02-93122

The Midas touch: Celebs try hand at building brands

Cleaver, Joanne

Marketing News v32n12 PP: 1, 21 Jun 8, 1998 CODEN: MKNWAT ISSN:

0025-3790 JRNL CODE: MNW

DOC TYPE: Journal article LANGUAGE: English LENGTH: 2 Pages

WORD COUNT: 1448

COMPANY NAMES:

Delta Burke Designs

Nike Inc (DUNS:05-095-7364 TICKER:NKE)

Newmans Own

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ABSTRACT: The current fondness for self-revelation, combined with multiple channels for marketing and distributing product and services, has spawned a renaissance in the celebrity-related merchandising and services category. According to Andy Siegel, vice president of direct marketing for Good Times Entertainment, the key to creating a celebrity brand is to capture the essence of the person in a product or service - particularly how the product or service is presented. Often, the product idea blends the celebrity's personal passions with public persona.

TEXT: Paul has his spaghetti sauce. Oprah has her television specials. Richard has Deal-a-Meal. Martha has her cookie cutters, her sheets and her paint.

Now Delta and Michael have their clothes, Tanya has her salsa, and Naomi will soon introduce her spiritual self-help books and tapes.

Most celebrities remain focused on their careers. Others prefer to transform their laurels into brand-name products and services that, if marketed properly, eventually gain enough credibility to become separate businesses.

Interest in celebrity-related merchandise and services waxes and wanes, marketing consultants say. The current fondness for self-revelation, combined with multiple channels for marketing and distributing products and services, has spawned a renaissance in the category.

No longer content to simply slap their mark of approval on a few products and rake in the royalties, some famous faces are getting their hands dirty with product development, positioning and brand management, in concert with marketing professionals. Their goal: Brands launched and endorsed by the celebrity that acquire market share on their own merits.

(Photograph Omitted)

Captioned as: More than just a pretty face: Michael Jordan is using his name to market his own brand of athletic gear.

Celebrity brands aren't to be confused with endorsements, explained Andy Siegel, vice president of direct marketing for Good Times Entertainment, a New York-based marketing firm that has helped, among others, Charlton Heston, Cindy Crawford and Richard Simmons parlay their fame into product lines.

The key to creating a celebrity brand, he says, is to capture the essence of the person in a product or service-particularly how that product or service is presented. Often, the product idea blends the celebrity's personal passions with a dollop of public persona; that's why it was a natural for Good Times to produce and market a set of travelogue videos about Israel hosted by Charlton Heston, who's known for portraying Biblical patriarchs in movies. This fall, Good Times plans to roll out an alternative medicine video series hosted by retired country star Naomi Judd, who will be attempting to turn her experience coping with hepatitis into a self-help series for others facing personal crises.

"You ask, 'What is this person all about? How do you change those philosophical products into brands?' and translate that to something that's very accessible (to the public)," Siegel said.

Such marketing efforts are hardly a, well, brand-new concept. Cindy Hazen, co-owner of Memphis Explorations in Memphis, which operates a retail Web site devoted to all things Elvis, related that, as early as 1956, Elvis-brand sneakers, lipsticks, record players and hula skirts were sold nationally.

Typically, celebrities extend their image through branding "when they actively start managing their careers strategically, proactively, rather than just waiting for the phone to ring (with out-of-the-blue endorsement offers)," said Richard K Rodgers, executive-in-residence and adjunct professor of marketing at Georgia Institute of Technology in Atlanta. Unlike movie and concert souvenirs, which few buyers expect to be of high quality, a celebrity-developed brand must positively reinforce the celebrity's image, even as the products and services gradually create their own following based on their inherent qualities.

"You want the brand to reflect well on the celebrity, but it also has to represent quality and something distinctive of itself," said Dixie Carter, president of Trifecta Entertainment, a Nashville celebrity marketing firm. "Once the artist gets the consumer to try it out, it has to be good enough for repeat sales." (Carter is advising country music singer Tanya Tucker on the national rollout of her own brand of salsa.)

Drawing people in because of their interest in the celebrity, then transferring their loyalty to the product or service takes finesse, Rodgers said. "People wish to identify with that person and they do it by having something with that celebrity's image. It's a higher trust level, because it implies a personal stamp of approval," he said.

Syndicated talk show host Oprah Winfrey, for instance, lends enormous credibility to the television shows her studio presents and the exercise book she developed with her personal trainer, Bob Greene. "She has restricted her expertise and brand attention to kitchen arts, books and what improves her mind," Rodgers said. "If she came out with a brand of vitamins, you know they'd be goodI'd buy them myself."

Brand managers say they work hard to ensure that the product lines reinforce the celebrities' images, and also are closely enough associated with that person that they're easy for him to plug during public appearances and interviews.

For example, perennially peppy exercise cheerleader Richard Simmons, who launched videos and food products in the 1980s, has kept his name synonymous with simple, effective weight management techniques. In recent years, Simmons has branched out into vitamins, exercise equipment and shoes. This spring, he launched a paid-membership club through his new Web site (www.richardsimmons.com).

Full-figured actress Delta Burke spun straw into gold when she decided to turn her size-a favorite topic of the tabloids-into a line of fashionably cut clothes for larger women. The 1994 launch of Delta Burke Design casual wear has gradually expanded into lingerie, swimsuits, career and special occasion clothes, says Barry Zelman, senior vice president of merchandising and licensing for New York-based Delta Burke Design. Sunglasses, cosmetics, and bath and body products will soon be added to the line. Some 800 stores nationwide carry the line, including tony chains Lord & Taylor and Dillards, along with catalogs and home-shopping television shows.

"Because she is one of the only celebrities who's not afraid to say, 'I am a size 16 and I'm proud of myself,' we've gotten an enormous amount of press in the newspapers, magazines and television shows," Zelman said. Such personal experiences that ordinary folks can relate to create a credible marketing hook.

Of course, celebrities' brands must evolve along with them. Erin Patten, director of product and marketing for the Jordan brand, which is owned by Nike Inc. in Beaverton, Ore., is in the process of handling that transition for basketball superstar Michael Jordan.

The decade-old Air Jordan athletic shoe has been a reliable performer, but with the meter running out on Jordan's career, it's time to broaden the line to ensure that the brand outlives the athlete's retirement.

The Jordan brand, being created out of Nike's popular Air Jordan products, will incorporate those items along with new products being developed.

"Michael has always said that he'd love to have his own footwear and apparel company, but in the past couple of years, he's been looking down the road and saying he wanted to commit himself to doing this," Patten said. Jordan realizes that he needs to create the brand while he's still a major sports figure, to better help the brand gain a momentum of its own, he said.

To that end, five young professional basketball players-including Eddit Jones of the Los Angeles Lakers, Vm Baker of the Seattle Sonics and Derek Andersen of the Cleveland Cavaliers-already have been brought on board to **endorse** the expanding **Jordan** line of athletic **shoes**. The University of North Carolina women's varsity basketball team **endorses** the **Jordan** women's **shoe**, and four men's college basketball teams are being lined up to showcase Jordan apparel. "Kids know, 'OK, that's the Jordan product. It's going to be good and it'll have style,'" Patten said.

The Jordan brand-which already has the third-largest share of the athletic shoe market (after Nike and Reebok), is much more than just a different version of the Air Jordan shoe. "We'll continue with the Air Jordan shoe," Patten said. "But the shoe is now part of the larger brand."

Eventually, the Jordan brand's managers will be coping with the issue that faces Bill Lee, vice president of Newman's Own Inc. The Westport, Conn., firm that develops, markets and distributes the Newman's Own Inc. line of specialty foods is working on a strategy to ensure the brand outlives its "father," 73-yearold acting legend Paul Newman.

Baby boomers may have fond memories of Newman's movie roles but 20-somethings know him primarily as "the face on the spaghetti sauce jar," Lee said. That's not all bad, he added, if it means that the brand now stands on its own-as it must if it is to continue in the decades to come.

The company, which posted \$80 million in revenues in 1997, has plenty of momentum. "We're trying to be sure that the younger generation knows about the quality of the products and where the money goes (i.e., net profits that flow to Newman-selected charities)," Lee said. Newman's Own salad dressing and other products gradually are infiltrating college cafeterias "so that it will get to the next generation," Lee said. "That's the reality we're dealing with right now."

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